

Application Number:	HGY/2023/2501
Application Type:	Consent to display an advertisement
Address:	44-46 High Road, London N22 6BX
Proposal:	Advertisement consent for new internally illuminated fascia signage in front of shopfront in existing signage zones
Case Officer:	Valerie Okeiyi
Valid Date:	19/09/2023
Applicant:	Mr Alexander Winstone
Agent:	Mr Tahinur Chowdhury

RECOMMENDATION

Approve with Conditions

1. SUMMARY OF RECOMMENDATION

GRANT ADVERTISEMENT CONSENT

2. PROPOSED DEVELOPMENT AND LOCATION DETAILS

1. Site location

The application site which was recently constructed has a retail frontage onto the High Road with large residential development behind rising. To the north is the shopping parade at Cheapside and to the rear is Bury Road.

The site is designated within the Wood Green Metropolitan Centre, Wood Green Growth Area, Primary Shopping Area and it falls within Site Allocation SA14 '16-54 Wood Green High Road' as identified in the Site Allocations DPD. The Site is not located within a Conservation Area, and it does not contain any statutorily or locally listed buildings.

2. Description of Proposal

The applicant is seeking advertisement consent for the installation of two new fascia signs with one internally illuminated, a new double-sided internally illuminated projecting sign. The colour of the background is RAL 5021 and individual lettering is white and yellow. The stallriser and fan light above the main entrance will also have individual white lettering on a RAL 5021 background

3. Relevant Planning and Enforcement history

HGY/2018/1472 - Demolition of the existing building and erection of 3-9 storey buildings providing residential accommodation (Use Class C3) and retail use (Use Classes A1-A4) plus associated site access, car and cycle parking, landscaping works and ancillary development - allowed under appeal ref. APP/Y5420/W/18/3218865 (original planning reference HGY/2018/1472)

4. Internal & Statutory Consultation

The following were consulted regarding the application:

LBH Transportation Group: No objection.

5. Local Representations

The number of representations received from neighbours, local groups, etc in response to notification and publicity of the application were as follows:

No of individual responses: 0

Objecting: 0

Supporting: 0

6. Assessment of planning issues

Regulation 3(1) of The Town and Country Planning (Control of Advertisement) Regulations 2007 states that a local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account the provisions of the development plan, so far as they are material; and any other relevant factors.

The definition of “amenity” includes both visual and aural amenity. Therefore, as well as visual amenity, the noise generated by advertisements should be considered. “Public safety” is not confined to road safety. Crime prevention and detection are relevant; the obstruction of highway surveillance cameras, speed cameras and security cameras by advertisements is now included.

The revised NFFP (2023) states in Paragraph 136 that “the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.”

The main considerations in the assessment of this application are therefore amenity and public safety in respect of the Council’s Local Plan Policies as outlined below.

Policy DM3 ‘Public Realm’ states that proposals for all advertisements should be designed to a high standard and, in particular, should:

- a. Contribute to a safe and attractive environment;
- b. Be of a high quality and sensitive to its visual appearance on the building on which it is to be sited and the surrounding street scene, especially in the case of listed buildings and conservation areas;
- c. Avoid unsightly proliferation or clutter of signage in the vicinity;
- d. Not cause a hazard to pedestrians or road users, including by siting and design;
- e. Be sited to avoid visual intrusion of light pollution into adjoining residential properties;

f. Where appropriate, be constructed of materials and finishes which discourage both graffiti and fly posting.

Policy DM8 supports advertisements proposals as long as they are high quality and sensitive to their surroundings, do not contribute to visual clutter and do not cause visual intrusion by virtue of light pollution into adjoining residential properties.

Impact on Amenity

The internally illuminated fascia sign is above the shopfront entrance with 'Poundland' internally illuminated in individual white lettering on a RAL 5021 background. The other fascia sign is not internally illuminated and has 'Amazing Value Everyday' in white and yellow lettering with a new double-sided internally illuminated projecting sign on a RAL 5021 background. The fan light has 'Entrance/Exit' above the main entrance in white lettering and the stallriser has 'Amazing Value Everyday' in white and yellow lettering again on a RAL 5021 background. The type, location, height and size of the new fascia signage and lettering is coherent with the design of the building and enhances the appearance of the site and improve the visual amenity of the local area.

The internally illuminated fascia sign and hanging signs have static illumination of 300cd/sqm, representing a very modest illuminance level. Cumulatively or individually, the proposals do not result in unacceptable glare or impair the sight lines of any highway users. In addition, the low illuminance levels and types of illumination does not detrimentally impact upon the amenities of neighbouring residents.

Public safety

Local Plan Policy DM2 seeks to ensure safe and accessible pedestrian routes and for proposals to not impede pedestrian permeability. In relation to advertisements Policy DM3 and DM8 seeks to ensure these do not cause a hazard to pedestrians or other road users. London Plan policy D8 also relates to pedestrian safety and states that applications which seek to introduce unnecessary street furniture should be refused.

The illuminated signs has a maximum illuminance level of 300 cd/m², which is considered moderate. The signage therefore does not present any concerns over public safety and does not cause a hazard to pedestrians or road users, and therefore is considered to be acceptable. Furthermore the Transportation Team raise no objection.

7. Conclusion

For the reasons outlined above, the signage is found to be acceptable in terms of amenity and public safety.

8. Recommendation

GRANT ADVERTISEMENT CONSENT

Conditions:

- 1 A. That the display of the advertisement (s) shall be permitted for a period of five years

from the date of this decision.

B. Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition.

C. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

D. Where any advertisement is required under these regulations to be removed, the site shall be left in a condition that does not endanger the public.

E. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

F. No advertisement shall be sited or displayed so as to-

(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military).

(b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or

(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Reason: The conditions are imposed by virtue of the Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

2 The brightness of the advertising screens should be limited to 300cd/m².

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